

IZMIR 2011

«The true role of a festival is to help artists to dare, to engage in new projects...»

(Bernard Faivre d'Arcier)

**Atelier for Young Festival Managers**  
**October 24-31 2011**

**Invitation to the Opening of the Atelier on October 24, 2011**  
**in MÜZİKSEV, the new Music Museum by İKSEV**

**Darko Brlek**, President of the European Festivals Association, EFA

**Filiz Sarper**, Executive Board President of the İzmir Foundation for Culture, Arts and Education, İKSEV

**Cordially invite you to the**

**OPENING CEREMONY OF THE ATELIER FOR YOUNG FESTIVAL MANAGERS IZMIR 2011**

**Monday October 24, 2011**

**6:00 pm**

**Music Museum MÜZİKSEV**

Atatürk Caddesi No: 458 35220

Alsancak - Izmir

**Guest of Honour: Mr. Ertuğrul GÜNAY**, Minister of Culture and Tourism

**Keynote speaker: Ms. Robyn ARCHER**, Creative Director The Centenary of Canberra (2013), Artistic Director The Light In Winter, Melbourne (Australia)

The *Atelier for Young Festival Managers* is a unique and rigorous 7 days training programme initiated by the **European Festivals Association (EFA)**. This edition in Izmir will feature **35 festival managers**, coming from all over the world: Australia to Costa Rica, Singapore to Uganda and 20 European countries, to engage through a series of talks, workshops, practical activities and interactive dialogues geared towards the sharing of ideas and best practices. Facilitated by **eight mentors and speakers** who are eminent festival directors from around the world, this gathering of distinguished and budding festival directors will discuss and share various strategies and ideas addressing the multifaceted challenges of organising and presenting festivals that speak to contemporary society and are at the forefront of artistic innovations. EFA is proud to welcome this outstanding group of festival leaders with **Hugo De Greef** (Belgium), **Robyn Archer** (Australia), **Rose Fenton** (UK), **Ching-Lee Goh** (Singapore), **Nele Hertling** (Germany), **Michał Merczyński** (Poland), **Jonathan Mills** (Australia/UK) and **Fruzsina Szép** (Hungary).

Following the Atelier's motto that "*the true role of a festival is to help artists to dare, to engage in new projects,*" the key focus will be on the artistic aspects of festival management, which includes artistic vision, political and social responsibility, in a cross-cultural context. Concurrently, the Atelier provides participants with networking and cooperation opportunities that will contribute to the growth of the international arts scene in the long run.

The Atelier for Young Festival Managers IZMIR 2011 is co-organised by the European Festivals Association (EFA) and the International Izmir Festival.

The programme for the Opening Ceremony is overleaf. We would appreciate your RSVP to: [info@iksev.org](mailto:info@iksev.org) by 20 October 2011.

Please note already that the Closing Ceremony of the Atelier will take place at the Historic Gas Plant on Sunday October 31, 2011. You are hereby also cordially invited to this event.

## Atelier for Young Festival Managers October 24-31 2011

### Invitation to the Opening of the Atelier on October 24, 2011 in MÜZİKSEV, the new Music Museum by İKSEV

#### OPENING CEREMONY - THE ATELIER FOR YOUNG FESTIVAL MANAGERS IZMIR 2011

##### Programme

- Welcome addresses by
  - Ms **Filiz Sarper**, Executive Board President of the İzmir Foundation for Culture, Arts and Education, İKSEV
  - Mr **Darko Brlek**, President of the European Festivals Association, EFA
  - Mr **Aziz Kocaoğlu**, Mayor of İzmir
  - Mr **Mustafa Cahit Kırac**, Governor of İzmir
  - Mr **Ertuğrul Günay**, Turkish Minister of Culture and Tourism
- Introduction by Ms **Kathrin Deventer**, Secretary-General of the European Festivals Association, EFA
- Lecture Ms **Rose Fenton**, International Arts Producer and Advisor, London (UK) – “*From the Atelier mentors’ experience*”
- Keynote speech by Ms **Robyn Archer**, Creative Director Centenary of Canberra (2013), Artistic Director The Light in Winter, Melbourne (Australia)

*Followed by a reception*

*Dress code: Smart casual (outdoor event)*

For more information on the Atelier for Young Festival Managers IZMIR 2011, please visit the website <http://www.efa-aef.eu/en/activities/atelier/izmir/>.

Thank you and we look forward to seeing you on 24 October 2011.

##### Initiator and coordinator

European Festivals Association



##### Host and coorganiser

International İzmir Festival



İZMİR KÜLTÜR SANAT VE EĞİTİM YAKFI  
İZMİR FOUNDATION FOR CULTURE ARTS AND EDUCATION

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##### Official Airline to this event



##### Financial partners



With the support of  
the Flemish government



**Atelier for Young Festival Managers****October 24-31 2011****Invitation to the Opening of the Atelier on October 24, 2011  
in MÜZİKSEV, the new Music Museum by IKSEV****KEYNOTE SPEAKER: ROBYN ARCHER**

Robyn Archer joined the team of presenters of the Atelier for Young Festival Managers in Varna (2009), Singapore (2011) and now, for the third time, in Izmir. *“When I put a programme together, it is as an act of creation: it must have a meaning as a whole,”* Robyn stated in the VARNA Atelier.

Robyn is a singer, writer, director, artistic director and public advocate of the Arts. In all of these roles her reach is global. In 2010 she has given concerts in Honolulu, Adelaide and Port Fairy: in February 2011 she has sung Brecht in his birthplace, Augsburg, at the Brecht and Music festival. She is in demand throughout the world as a speaker on the Arts and recent destinations have been Varna (Bulgaria), Perth and all points east in Australia, Vancouver, Prague, Seoul, London, Gent: there are new invitations to Jeju (Korea) , Glasgow, Sydney, Townsville, Mackay, Yolgnu Land (NT).

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Robyn is currently the Creative Director of The Centenary of Canberra (2013) and Artistic Director of The Light in Winter which she created for Federation Square in Melbourne. She is devising the program for the 5th World Summit on Arts and Culture (Melbourne October 3-6 2011) and advising on the National Gallery of Victoria's 150<sup>th</sup> celebrations in 2011. She was recently appointed as Adjunct Professor to the University of Canberra.

Robyn was Artistic Director of the National Festival of Australian Theatre in Canberra for three years and of the Adelaide Festival in 1998 and 2000. She was chair of the Australia Council's Community Cultural Development Board, a consultant to the new Melbourne Museum for three years and advisor on the Australian cultural content for EXPO 2000 in Hannover, Germany. She created a new celebration of the arts for Tasmania: Ten Days on the Island. Robyn was artistic director of the Melbourne International Arts Festival 2002, 2003, 2004 and created a trilogy of festivals there: TEXT BODY VOICE. For two years Robyn has worked on Liverpool European Capital of Culture, and was adviser to the startup of Luminato, a new festival for Toronto. In 2008 she curated the Deakin Lectures, served as juror for Culture France's Danses Caribes in Cuba, went to the Australia 2020 Summit, was formal mentor to Arts Mildura, and was juror for the Victorian Premier's Literary Prize.

Robyn is an Officer of the Order of Australia, Chevalier de l'Ordre des Arts et des Lettres (France), Officer of the Crown (Belgium) and holds honorary doctorates from Flinders and Sydney Universities.

More about Robyn's projects at: [www.robynarcher.com.au](http://www.robynarcher.com.au).